



## Advertising & Public Relations

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**Description:** A unique Program for anyone involved in, or aiming to enter, or who needs an understanding of the advertising and public relations world. All advertising, PR, sales and marketing managers, business owners, managers and sales staff need a good understanding of the types, functions and features of advertising, of media and agencies, and their role in promoting the products and services of an organization, and achieving profitable sales. Good public relations positively contribute to the overall impression held by customers and other stakeholders, and to the success of enterprises; therefore managers/administrators must be aware of the benefits of good PR, know how to manage, prepare and conduct effective PR programmes and campaigns, and how to manage PR companies and clients.

## **Course Outline**

### **Module 1 - Advertising, Advertisers and Advertisements**

- Advertising, its importance, ideas and products, features of advertising, the market, marketing
- Product advertising, direct action and indirect action advertising, primary and selective advertising
- Corporate advertising, political advertising, public service advertising, charity advertising
- Types of advertisers, the media: representatives, agencies, departments, support services

### **Module 2 - Advertising Media**

- The wide variety of media, choices which advertisers must make, reaching specific markets
- Print media: newspapers, magazines, periodicals, supplements
- Direct mail advertisers, outdoor advertising, transit advertising, speciality advertising, point of sale advertising
- Broadcast media, radio, television, networks, commercials, sponsorship, cinema advertising

### **Module 3 - Advertising Agencies**

- The functions of advertising agencies, client requirements, expertise
- Organisational structure of agencies, management, media, research print and other departments
- Creative development and production
- Agency account groups, earning revenue, commission and charges

### **Module 4 - Creating the Advertising Message**

- Advertising copy, the written elements, copywriters, information copywriters need, product selling points
- Buyers and purchasers, consumers, commercial buyers, buying motives of consumers:
- The advertisement draft or outline copy, headlines, the body of the copy
- Copywriting style, wording, sentences, paragraphs, other elements, brands, trademarks, copyright, logos, themes

## **Module 5 - The Illustrated Advertising Message**

- Illustrations and visuals, their purpose
- The layout of an advertisement, layout artists, art directors, styles of advertisement layouts
- Principles of design: visual balance, contrast, proportion, unity, eye movement
- Stages in layout preparation, layout production by computer and by hand, printing processes

## **Module 6 - Preparing Radio, Television and Direct Mail Advertising**

- Writing radio commercials, planning, outline copy, types of radio commercial, tools of the radio copywriter
- Television commercials, characteristics, types, elements, planning, scripts, storyboards
- Direct mail advertising materials, the message, components of direct mail packages, style
- Sales literature, types, features, creating impact, response literature, forms, using computers

## **Module 7 - Public Relations (PR) Theory and Practice**

- Public relations aims: communication, dissemination of information, definitions of public relations
- Goodwill, publics, pluralism in PR, public opinion, opinion polls:
- How advertising and PR work together, differences between PR, advertising, sales promotion, publicity
- Public relations objectives, public relations techniques, press releases and conferences, feature articles

## **Module 8 - Public Relations Practitioners and Personnel**

- Qualities required by PR practitioners, internal PR departments, managers, responsibilities, activities
- PR consultancies, specialisation, clients, services, accounts, fees, business aspects, client meetings
- Advantages and disadvantages of employing a consultancy
- PR budgets, fixed and variable costs, PR department programme budgets, PR consultancy budgets

## **Module 9 - PR Programmes and Campaigns**

- Planning for PR programmes, stages, appreciation of the situation, attitudes to be changed, the reality
- Deciding on priorities, determining the target audience(s), importance of doing so  
Selecting the media and techniques, managing the budget
- Measuring results of PR activities, qualitative and quantitative results, methods of measuring results

## **Module 10 - Sales Promotion**

- The key elements of the promotion mix, effects, customers, responses.
- Sales promotion target audiences: consumers, commercial and professional buyers, distributors, stockists
- Reasons for using sales promotion, setting sales promotion objectives, advertising and sales promotion
- Consumer sales promotion, joint sales promotions, trade sales promotion, salesforce sales promotion

## **Module 11 - Promotional Campaigns**

- What a promotional campaign should consist of, planning and operation of a promotional campaign
- Campaign planning, situation analysis, consumer review, competition, SWOT analysis, campaign objectives
- Campaign strategy, determining the promotion mix, targeting the selected audiences
- Marketing communication activities, campaign theme, advertising media, messages, public relations

## **Module 12 - Measuring Advertising Effectiveness**

- Reasons for undertaking advertising research, what advertising or evaluation research involves
- Measuring advertising effects and opinion changes, opinion and attitude studies, direct and indirect methods
- Measuring magazine audiences, measuring newspaper audiences, measuring television audiences
- The value of advertising effectiveness measurement and how that can be used